TELEVISION Forecast

NOVEMBER 1 TO NOVEMBER 7 INCLUSIVE

Atop WNBQ's TV Antenna

WBKB WENR-TV WGN-TV

"CHICAGOLAND'S FAMILY TELEVISION THEATRE"

Monday through Friday, 7:30 P.M.
"Little Bordy" starring in
WGN-TV Marionette Theater

Saturday, November 6, 1:15 P.M.
Football—Illinois vs Iowa
from Champaign-Urbana

Sunday, November 7, 1:45 P.M.
Football—St. Phillip's High School
vs Fenwick High School
from Hansen Stadium, Chicago

WGN•TV CHANNEL 9

EDITOR'S REPORT:
WNBQ TeleDebut Unique

Channel 5—unpredictable as Chicago weather—has surprised thousands of television fans with its recent unique, unscheduled World Series debut, and from all reports will capture the spotlight Tuesday, November 2, when it joins NBC's eastern network to present Presidential election returns!

In an election night TV coverage from Buffalo to Chicago to St. Louis, WNBQ will present commentators Alex Dreier of Chicago, Robert McCormick of Washington and Ed Wallace of Cleveland in a running account of what looks like the most exciting night in 1948 history.

To keep Chicago abreast of election developments, special lines are being installed by WNBQ, together with visual aids, films and charts.

Hundreds of complimentary letters praising past unofficial WNBQ telecasts and their clear test pattern have been received both by station and this newsmagazine, and we are happy to salute the entry of Station No. 4 in the nation's No. 1 Television City.

A visit to Studio "A," largest in the Merchandise Mart, thrilled reporters of *Television Forecast* assigned to cover the conversion of an NBC broadcasting studio into WNBQ's modern television center. In addition to this space, WNBQ has leased an additional 20,000 square feet to be used for station work shops and engineering offices.

Chicago's skyline has taken on a new look—the Electronic Look as a fourth TV antenna breaks the blackness of night. High over the Civic Opera building, scene of WNBQ's transmission facilities, the Channel 5 mast points out the achievement of an industry anxious to serve the nation.

So, keep your eye on Channel 5. Watch for its many surprises in new network shows, all to be reported for you by the editors of *Television Forecast.*

TV Topics: The use of TV by the Navy in actual combat and intelligence work was forecast by WNBQ and NBC officials who coordinated a television high speed air and sea maneuvers off the New York coast only recently. . . . Said Rear Adm. James Fife, Jr., USN, commander of submarines, Atlantic fleet: "The implications are tremendous. Visual communications between submarines in enemy harbors and bombers attacking those harbors; target data supplied from the periscope of one submarine of an attacking wolf pack to the others of the same pack which need not surface for their attacks—these and limitless other uses for TV in naval warfare were shown by this demonstration." . . . Much progress has been made from the Navy's first TV experiment from a submerged submarine a year ago . . . It is giving the American public a unique opportunity to see their Navy in action . . .

What is the "Television Fund," just organized in Chicago? Details will be published next week in a special article.

TELEVISION Forecast

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Whole No. 17

NOVEMBER 1, 1948

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185 North Wabash Ave. Chicago, Ill.

Editor, Robert A. Kubicek
Associate Editor, Patricia Cooper
Advertising Director, Roy V. Whiting
Sales Manager, Lester Vihon
Business Manager, Norbert F. Dompke
Production Manager, John E. Groenings

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Television Forecast for

Monday

November 1, 1948

WBKB Channel 4

6:45—TIMELY TIPS.

7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree." Television's greatest show for all ages.

7:30—WOODLAND SUMMER CAMP.

7:50—TELENEWS with Jim Ameche and news of the world.

8:00—GALLUP ELECTION REPORTS. The most informed poll at the latest hour.

8:15—POLITICAL FILM. A republican candidate pleads his cause.

8:30—WRESTLING. From the Midway Arena with Russ Davis announcing. Action plus.

10:30—NEWS "Today's World Picture." Latest news in pictures.

WENR-TV Channel 7

7:00—NEWS.

7:15—FILM.

7:45—POLITICAL TELECAST in behalf of Mal Coghlan, republican candidate.

8:00—FILM.

8:05—DOLLARS AND SENSE. An audience participation show.

WGN-TV Channel 9

7:00—COMING ATTRACTIONS.

7:30—LITTLE BORDY for the children.

8:00—CHICAGOLAND NEWSREEL. Local, national and international news.

8:15—SPORTSMEN'S CORNER. Jack Brickhouse with sports news and guests.

8:30—CHICAGOLAND TELEVISION MYSTERY THEATER. Live studio drama with Gordon Urquhart as detective Jeffery Hall.

9:00—"FOUR FEATHERS." An Alexander Korda feature film starring C. Aubrey Smith.

10:55—CHICAGOLAND NEWSREEL.

(Subject to Change)

Marcy Wescott Guest of Dorsey

Dorsey Connors, hostess for the WGN-TV "Personality Profiles" program every Wednesday at 7:30 p.m., and recent winner of the "Sweetest Person on Chicago Television" title in connection with National Sweetest Day,

MARCY WESCOTT

will present a special program this Tuesday at 8:15 p.m.

The channel nine telecast will feature a preview of the Junior League Follies of 1948. The Junior League, well-known organization of Chicago socialities, was created in 1911 and produced its first Follies in 1914. Discontinuing the annual show in 1923, this year's production is the first in 25 years.

The Junior League Follies is a musical and variety review featuring amateur talent and will be presented Nov. 9, 11 and 12 at the Eighth Street theater, with proceeds for the benefit of the League Consultation Clinic for Epilepsy.

Several of the show's highlights will be introduced by Dorsey on her Wednesday night program. Prominent in the cast will be Mrs. C. Nicholas Johnson, known to theater-goers as Marcy Wescott before she retired to married life. Mrs. Johnson had important leads in the Chicago companies of "My Sister Eileen" and "Too Many Girls."

TENSE MOMENT in WENR-TV's "Stand by for Crime" is reflected in the television camera as the inspector arrives on the scene of murder. The program is heard Saturdays at 9:00 to 9:30 p.m.

Plan Elaborate Election Remotes

WBKB, channel 4 station, announces elaborate election eve TV coverage for Chicago viewers Nov. 2, coordinating their activities with the Chicago Sun-Times newspaper. Remote telecasts in the city room of the Sun-Times will reveal newspaper men feverishly working to beat deadlines in giving the nation up-to-the-minute news on the Dewey-Truman, Green-Stevenson races.

WBKB cameramen will race over to the local headquarters of candidates running for office and shoot candid scenes as early return are flashed on the channel 9 screen.

A major portion of the time that evening will be devoted to election news, WBKB officials pointed out. Man on the street TV shows will be conducted, and staff members will conduct analyses of the voting done in the midwest.

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Television Forecast for

Tuesday

November 2, 1948

WENR-TV Channel 7

6:45—To be announced.

7:00—COVERAGE OF THE PRESIDENTIAL ELECTION. Commentators will be Baukhage, Tris Coffin, Bill Godwin, Harrison Wood, George Hicks and Paul Harvey.

WGN-TV Channel 9

7:00—COMING ATTRACTIONS.

7:30—LITTLE BORDY. Children's show.

8:00—CHICAGOLAND NEWSREEL with Spencer Allen.

8:15—PERSONALITY PROFILES with Dorsey Connors.

8:30—SPELL WITH ISBELL. Harold Isbell conducts a televised spelling bee with prizes for studio contestants and a jackpot telephone call for televiewers.

9:00—WRESTLING with Dennis James as commentator from New York by way of DuMont Network.

10:30—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:45—TIMELY TIPS.

7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree." Burr Tillstrom, one of the country's outstanding puppet artists in action.

7:30—KUP'S SHOW-UP. The writer of "Kup's Column" gets into the personal lives of people you would like to meet.

7:45—FILM.

7:50—TELENEWS with Jim Ameche and news of the world.

8:00—AT OUR HOUSE with Jim and Edie Dexter—television's answer to "Easy Aces."

8:12—FILM.

8:18—MIDGET BOXING with Jim Ameche. Tiny mites rock and sock for paloops.

8:30—MEET THE ROCKETS.

8:44—FILM "I Cover Chinatown."

9:00—FEATURE FILM. An hour long Hollywood feature.

10:00—NEWS "Today's World Picture."

(Subject to Change)

Television Forecast for

Wednesday

November 3, 1948

WGN-TV Channel 9

7:00—COMING ATTRACTIONS.

7:30—LITTLE BORDY.

8:00—CHICAGOLAND NEWSREEL.

8:15—SPORTSMEN'S CORNER. News and interviews.

8:30—SIX DAY BIKE RACES from the International Amphitheater with Jack Brickhouse describing.

9:00—CLUB TELEVISION. Chicago's original video night club with stars of the entertainment world accompanied by Bob Trendler's orchestra.

9:45—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:45—TIMELY TIPS.

7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree." Laughter for the whole family.

7:30—LITTLE OTTO. Dick Snyder makes friends at his drawing board.

7:40—FILM.

7:50—TELENEWS with Jim Ameche and news of the world.

8:00—TELE-CHARADES with Ed Roberts. Fun for everyone. Test your skill against college groups.

8:30—HOCKEY. Toronto Maple Leafs vs All Stars from Chicago Stadium. The "World Series" of hockey described by the game's best announcer, Joe Wilson.

10:45—NEWS "Today's World Picture." The latest news in pictures.

WENR-TV Channel 7

7:00—SPORTSEEN with Wayne Griffin announcing.

7:15—FEATURE FILM.

8:30—WRESTLING from the Rainbo Arena.

(Subject to Change)

Ed Roberts Tells of Family, Past TV Experiences

Certain veterans of television have one common characteristic: at the drop of a maraschino cherry they will set down their manhattans and talk for hours about their careers.

Ed Roberts, WBKB star, isn't one of that tribe. But he will gladly beat your eardrums for hours at a time on a subject that is much dearer to him: his wife and two children.

Known as the "familiest man in radio," Ed and his missus are so engrossed in their two kiddies that, this year, they refused to take a full-fledged vacation because they did not want to be away from their two children, Jimmy, 4½ and Kathy, 1½, for more than a few days at a time. Instead, they packed their bags, moved into a Loop hotel and spent a week catching up on shows and films they had wanted to see. While gone, Ed's brother, Howard Roberts, doubled in brass for the tall, genial announcer.

Ed Roberts is a veteran of sixteen years on the kilocycles. He began in the Atwater Kent era, 1921, with an act known as the Spax Brothers. Others in that little group have since done quite well for themselves. One is Jim

(*Continued to page* 14)

Wolters on TV

Since the name of this magazine is *Television Forecast* possibly a little crystal gazing is in order. (If our prognostication is not borne out, well, what of the weather man? He misses sometimes, too.)

Wayne Coy, the chairman of the federal communications commission, asserted recently that television will be the greatest communication medium of them all and that it will transform American life. Every television family will agree with that. Coy also stated that ultimately all American homes—some 38 million of them—will have television sets. Well, I don't know that every American home will have a teleset, since every home doesn't yet have a radio. But most of them certainly will. And I believe that television will have a profound effect—a revolutionary effect on our way of life.

Larry Wolters

We've had a television set for two years. It's changed the pattern of our life considerably. For one thing television takes complete precedence over radio. As a critic I follow radio rather carefully, but I'm often dispatched to the den or the bedroom so I don't interfere with video viewing. But only the favorite radio shows have enough pull to lure the rest of the family away from television. Even dinner takes second place to a good television show. Many a video family will tell you that lots of meals are eaten off plates in front of the teleset.

TV Not Novelty

Now, some people suggest this television attraction will wear off. "It's just the novelty," they say. A novelty after two years? I don't think so. I would say that the magnetism of television, now that three stations are on the air in Chicago, is just about three times as great as it was two years ago.

Actually, I believe the pulling power of television will increase as better studio shows are developed and as movies specially produced for television arrive in quantity. And that day is not far off.

If local television attractions can build the kind of loyal following they have in Chicago, I believe the pull will be still greater when live network features from the east coast and such history-in-the-making events as the President addressing joint session of Congress, are available. And that will happen next year, I am confident. In fact, I think you may look forward to seeing the next Presidential inaugural in January.

Television will become a great new educational aid. Movies have bolstered educational techniques but television will be even more effective. Movies eliminate the distance factor, television wipes out both distance and time, since it lets you see the news as it happens.

Interrupts Study

Incidentally, many parents report that television poses problems, too, for

(*Continued on page* 10)

TV—Trouble??

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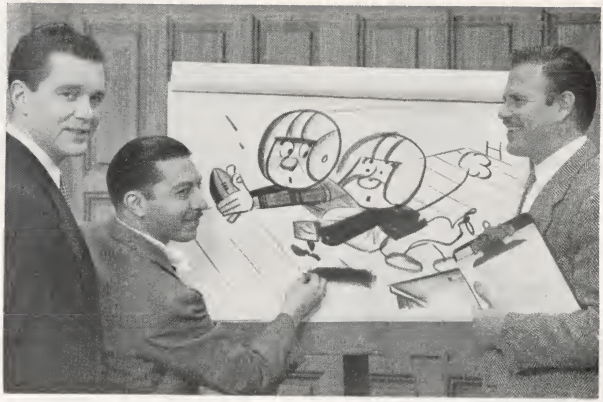


(Tressel Photo)

NOW I'LL TELL ONE—is the name of the show seen on WBKB before Notre Dame and Rockets football games, featuring the cartoons and stories of Jack Strausberg (center), shown with announcer John Dunham (left) and director Dick Rider. Strausberg also conducts this feature for newspapers from coast-to-coast.

Cameras to Invade City News Room

Up-to-the-minute election returns, starting at 7 p.m., will be flashed to WGN-TV televiewers direct from the local room of the Chicago Tribune Tuesday, November 2. Cameras placed around the Tribune news editor's desks will present a picture which will closely parallel the typical conception of organized chaos in a newspaper office—this year's election promising to approach an all-time high in national and state interest.

The nationally famous political writers of the Tribune staff, including Arthur Sears Henning, chief of the Tribune's Washington bureau, George Tagge and Arthur Evans, will present last-minute bulletins to televiewers on the presidential, senatorial and gubernatorial races from correspondents and news sources all over the nation. The programs will be directed by WGN-TV's news chief, Spencer Allen, who also will be seen and heard throughout the evening giving election returns and news. WGN-TV's newsreel camera crews will also be used to provide coverage of the election day events.

The returns will continue until conclusive results are reached in the major races. The regular schedule of Tuesday programs will be interrupted as the election news warrants.

Predict Video Use by Medical School

Use of video as an important educational aid in surgery for colleges, universities and hospitals was predicted this week by eastern medical experts attending an RCA demonstration.

A typical demonstration consisted of a camera suspended directly above an operating table. The image was carried via coaxial cable to receivers located in university halls and microwaved to a convention hall where it was picked up on a large screen and two receivers.

Minimum equipment necessary, TV officials pointed out, for satisfactory televising would cost about $20,000 and would consist of a camera, control panel and receiver.

On the Cover

Jim Hurlburt, NBC reporter-at-large, was photographed ascending WNBQ's TV antenna mast atop the Civic Opera building to interview workmen. The mast weighs nearly 3,800 pounds. Channel 5 has an effective radiating power of 21.8 kws. See story page 3.

ABC Plans Studio at LA

From WENR-TV comes word of ABC activities in Hollywood where purchase of the 20-acre Vitagraph motion picture lot was made from Warner Brothers. The property will be used for ABC's new TV center in California.

To be known as KECA-TV, Los Angeles, the new station will be in operation before the end of this year.

Life-Size Pictures Perfected by RCA

Life-size television pictures for hotels, clubs, amusement places, hospitals, churches, schools, and industry became available recently with announcement of the first commercial equipment designed for presentation of television programs to large audiences.

Possessed of the added brilliance and clarity obtained with reflective optical systems, as compared with those employing refractive optics, the pictures produced by the new projector may be tailored to suit screen sizes ranging from 3 by 4 feet to approximately 7 by 9 feet.

Developed by RCA the projector (Model TLS-86) is now in quantity production, and initial distribution has begun in areas served by the television networks.

STORY-TELLING TRIO get together with an odd assortment of items and weave complete, original stories, on the spot in WENR-TV's "Stump the Authors" program heard Mondays at 7-7:30 p.m. Left to right, with their mystery items used in fabricating novel tales are Jack Payne, Lou Zara, Dorothy Day (eyes glued to a dummy) and editor Sidney Breeze.

Television Forecast for

Thursday

November 4, 1948

WBKB Channel 4

6:45—TIMELY TIPS.

7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree." Lovely Fran Allison will sing her way into your heart.

7:30—TOM MIX in "Miracle Riders." The real Tom Mix riding and roping ing in the grand manner.

7:50—TELENEWS with Jim Ameche and news of the world.

8:00—THE KNICKERBOCKER SHOW. Chicago's original TV amateur hour with Russ Davis.

9:00—SIX DAY BICYCLE RACES from the International Amphitheater. Thrills, chills, and spills. Don't miss it!

9:30—NEWS "Today's World Picture."

WENR-TV Channel 7

Note: WENR-TV will not televise this date but will return to the air Friday, November 5, 1948 at 7:00.

WGN-TV Channel 9

7:00—COMING ATTRACTIONS.

7:30—LITTLE BORDY for the children.

8:00—CHICAGOLAND NEWSREEL.

8:15—INDIVIDUALLY YOURS. Celeste Carlyle with beauty tips.

8:30—WRESTLING. Jack Brickhouse describes from Madison AC.

10:45—CHICAGOLAND NEWSREEL.

(Subject to Change)

Wolters on TV

(*Continued from page* 7)

the kids, especially high schoolers who are expected to study week nights. Video stations already have fallen into the habit of scheduling their most potent teen-age bait, including mystery thrillers, during the after dinner study hours. If you've got a high schooler in the family, television is likely to make his grades suffer. But perhaps what they learn by looking out on the world through the video window in some measure compensates for the geometry theorems they fail to master.

Television, it seems to me, sharpens the appetite for sports. While I don't think that a television set owner will rush out to see a football game in a blizzard, I have observed that video families tend to go to baseball parks and other sports arenas more often than they did before TV.

I don't think it follows that people by the tens of thousands will shell out $50 to see a championship boxing match if they can see it free (and better) at home.

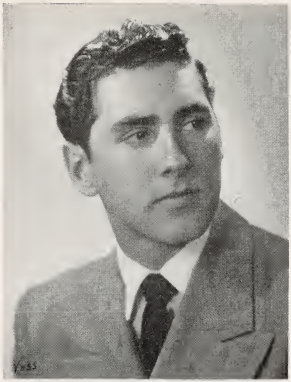
The future may bring us big sporting events piped by video into theaters where the box office can be expanded rather than diminished.

As everybody knows most video families tend to go to the movies less than they did before they had sets. How can the movies fight this tendency? Better movies would help. Possibly the theater men will have to embrace television and give their audiences big attractions, special events as they happen, as video does.

Won't Replace Radio

Does television mean the end of radio? I don't believe so. For one thing, television requires constant attention. The average television family, or some member of it, finds time to watch the screen between two and three hours a day. The radio listening period is about twice that since fans can listen while they work. (School children insist they can study while listening to radio, but they can't while watching video.)

(*Continued on page* 14)



WENR-TV has added the services of H. Greg Garrison as staff director. Writer and director of the "Stand by for Crime" mystery series seen on the ABC network Saturdays, Garrison is a former producer for WFIL-TV in Philadelphia.

Mack to Salute Chicago on WGN-TV

The "Original Amateur Hour," presented on WGN-TV every Sunday, 7 to 8 p.m., will feature a Salute to Chicago on the telecast of November 7.

The Original Amateur Hour, derived from Major Bowes' radio series, presents a Salute to an Honor City on each telecast. The Salute, as much a part of the program as the famous gong, will be an important part of the November 7 show.

Ted Mack, official successor to Major Bowes on the program, will receive an historical memento of the Windy City, and will read Mayor Kennelly's proclamation recognizing the Original Amateur Hour's salute. By means of special films flown to New York, Mayor Kennelly will deliver Chicago's greetings to Ted Mack and the program direct from the city hall. Civic duties and campaign activities prevented the Mayor from going to New York in person.

This announcement is not an offer to sell or a solicitation of an offer to buy any of these shares. The offering is made only by the Prospectus.

TELEVISION FUND, INC.

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Television Forecast for

Friday

November 5, 1948

WENR-TV Channel 7

7:00—VAUDEO VARIETIES. A series of vaudeville acts.

8:00—FEATURE FILMS.

WGN-TV Channel 9

7:00—COMING ATTRACTIONS.

7:30—LITTLE BORDY. Children's show.

8:00—CHICAGOLAND NEWSREEL.

8:15—SPORTSMEN'S CORNER. Paul Fogarty with sport news and guests.

8:30—MAN ABOUT TOWN. Hal Stark introduces interesting people and events around town.

9:00—BOXING. Jack Brickhouse describes from the Madison AC.

10:45—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:45—TIMELY TIPS.

7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree." Something new every minute with Burr Tillstrom's loveable troupe.

7:30—LITTLE OTTO.

7:35—SUN-TIMES COMIC CAPERS. Don Ward reads the best Sun-Times comics.

7:50—TELENEWS with Jim Ameche and the news of the world.

8:00—TOUCHDOWN. The week's gridiron highlights on film.

8:20—FILM.

8:30—UNDER 21. Teen-age show.

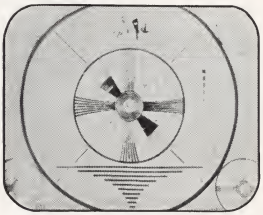
9:00—SIX DAY BICYCLE RACES. A grueling sport — a wonderful show from the International Amphitheater.

9:30—NEWS "Today's World Picture." Latest news in pictures.

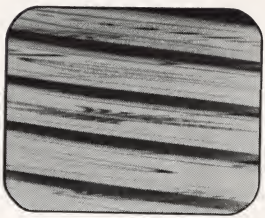
(Subject to Change)

Remedies for Bad Pictures Shown

For the benefit of new televiewers not accustomed to making the necessary adjustments for better, brighter pictures on the tele-screen, weekly helpful hints will be published. This week two more common varieties of video misdialings are shown, with the proper remedy. Corrections should not take more than a few seconds and will insure owners of clearer pictures.



Excessive brightness. Turn brightness control counter-clockwise.



Courtesy of Admiral

Horizontal movement. Adjust horizontal control.

Suggests Kukla, Ollie Dolls

One reader of *Television Forecast* suggests this week that Kukla and Ollie be made into dolls and offered for sale. Children, according to the reader, will want to have an image of the WBKB show.

DENNIS JAMES becomes a regular Tuesday night feature on WGN-TV as he describes ringside matches from Jamaica and Long Island, N. Y., telecast direct to Chicago via network facilities.

Report from Indiana

R. H. G. Mathews, president of Television Distributors of Indiana, located in Indianapolis, writes he is consistently receiving commercially salable signals from WBKB, Chicago, with night reception the best. WGN-TV is being received in Kokomo, but for each station a special corner reflector is necessary to eliminate interference of WLWT on the same channel and to provide high gain. To date, the firm has not been able to conduct tests on WENR-TV and WNBQ, newest of Chicago stations.

Lone Rider Schedule

Western fans should circle their calendar on the following dates, for the Lone Rider will be seen on WBKB in rip-roaring telefilms: Nov. 6—Lone Rider Rides on; Nov. 13—Lone Rider Crosses the Rio; Nov. 20—Lone Rider and Outlaws of Boulder Pass. Final show of the month is Nov. 27—The Lone Rider and the Bandit.

Video Enters the Legitimate

Television has become part of the legitimate theater in Romberg's "My Romance," produced on Broadway by the Shuberts. A table model is used as one of the props in the stage play.

Television Forecast for

Saturday

November 6, 1948

WGN-TV Channel 9

12:35—FILM.

12:45—CHICAGOLAND NEWSREEL.

1:00—GRANDSTAND QUARTERBACK. Pierre Andre conducts interesting views from the field.

1:15—FOOTBALL. Iowa vs Illinois directly from Champaign-Urbana. Hal Tohen and Bill O'Connor announcing.

3:15—FOOTBALL SCOREBOARD. Bill Evans with all the grid scores around the nation.

WBKB Channel 4

7:45—TIMELY TIPS.

8:00—WESTERN FILM. The Lone Rider in "Ride On."

9:00—SIX DAY BICYCLE RACES. Catch the final day of the week-long races, from the International Amphitheater.

9:30—NEWS "Today's World Picture."

WENR-TV Channel 7

8:00—SKIP FARRELL SHOW. Songs.

8:30—FILM.

9:00—STAND BY FOR CRIME.

9:30—ROLLER DERBY.

(Subject to Change)

SPECIAL NOTICE

As long and as often as equipment tests and adjustments will permit, WNBQ the NBC television station in Chicago will have a test pattern on channel 5, from 10:00 a.m. to 6:00 p.m., daily.

Television Forecast for

Sunday

November 7, 1948

WBKB Channel 4

6:30—FILM.

7:30—NEWS "Today's World Picture." The latest news in pictures.

8:00—TELENEWS. A weekly roundup of newsreel highlights.

8:30—HOCKEY. Blackhawks vs New York Rangers from the Chicago Stadium with Joe Wilson announcing.

10:45—DISNEY NEWSREEL. The world brought to your door.

WENR-TV Channel 7

7:00—MUSIC IN VELVET with Don Lindley's orchestra.

7:30—FILM SHORTS.

8:00—ABC TELEVISION PLAYERS.

8:30—WHAT DO YOU THINK? The "Great Books" discussion group.

WGN-TV Channel 9

1:30—FILM.

1:45—FOOTBALL. St. Philip High School vs Fenwick High School from Hansen Stadium with Jack Brickhouse describing.

6:30—CHICAGO TRIBUNE COMICS. Walt Newton reads the comics.

7:00—ORIGINAL AMATEUR HOUR. Ted Mack is emcee of this popular DuMont Network show.

8:00—CROSS QUESTION. The realistic studio presentation of a fictional courtroom trial.

9:00—STARS OF TOMORROW. Popular WGN amateur show televised as it is being broadcast.

9:30—CHICAGOLAND NEWSREEL.

(Subject to Change)

No WTMJ-TV Milwaukee programs were available as this issue went to press.

Wolters on TV

(*Continued from page* 11)

In all likelihood the trend toward presenting radio shows simultaneously on television (or on film later) will mushroom. But the shows will have to be produced with viewers in mind. Audience participation shows, quizzes and public discussions can make the transition to video easily. Speakers will have to learn their talks by heart, hide the script, or speak extemporaneously.

When the big variety shows move over to television—and I think most of them will as soon as networks are available—scripts will largely disappear. And probably, in order to insure no mental lapses by performers before the cameras, many shows will be filmed and then telecast.

This ends today's venture into prophecy, except this: Television will bring many changes. One that is all on the plus side: It will bring the family together practically every evening in the living room. The teleset may yet replace the fireplace and the hearthstone.

Ed Roberts . . .

(*Continued from page* 6)

Ameche, another, Irving Wallace, the writer, and the fourth is a director, Walter Hardy.

In 1935, Roberts went to WCBD in Waukegan as announcer. Four years later he began a staff assignment with CBS which in turn blossomed into free lance work with such shows as "Painted Dreams," "Right to Happiness," "Guiding Light," "Lum and Abner," "Ladies Be Seated" and many others.

In one short year, Roberts has become a television veteran and is best seen in his role as moderator of WBKB's "Telecharades." On Thursday nights over WBKB he does emcee chores for Russ Davis' "Knickerbocker Hour." In fact, you're apt to find him anytime on Chicago's pioneer station—anytime that WBKB needs a personality who will deliver commercials painlessly, entertain,

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